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ABSTRACT

This book discusses the content consultation process as undertaken by scholars (professors or advanced graduate students) in all fields to be performed as a regular activity and run as a business. Chapter 1 offers an overview and description of consultation practice. Chapter 2 discusses indirect marketing of consultation services for scholars. Chapter 3 describes direct marketing strategies of one's consulting services including consulting alliances, direct sales campaigns, and interviews. Chapter 4 addresses sales and covers developing a work plan, developing a proposal, types of proposals, oral presentations, client attitudes, setting a fee structure, keeping perspective, payment and payment schedules, and marketing resources. Chapter 5 explores the role of process in the consulting relationship. Chapter 6 takes an operations perspective and covers hiring a lawyer, finding accounting help, cultivating a banker, setting up an office, hiring others, and general organization. Chapter 7 focuses on the strategic perspective and the importance of staying focused, types of consulting practices, and jumping in and getting wet. A final chapter looks at the heuristic perspective and covers looping back to the classroom, research, personal bias, competition, and ethics. (Contains 31 references.) (JB)

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